



**ALSP Website and Online
Justice Projects
Statistical Data Report 2008**
www.arlegalservices.org

Statistical Analysis Yearly Report 2008

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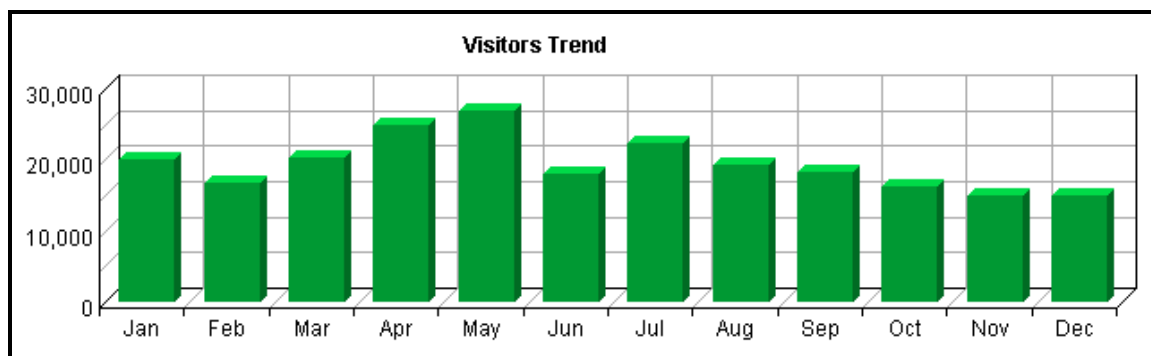
Definitions of Data Types:

The following terms are used in the WebTrends™ Reporting Center reports, and many are used throughout the World Wide Web in general.

- ❑ **Cookies:** Files containing information about web site visitors. This information may include the visitor's user name, preferences, etc. The server records this information in a text file and stores it on the visitor's hard drive.
- ❑ **Document Views:** Number of hits to pages that are considered documents (not dynamic)
- ❑ **Domain Name:** The text name corresponding to the IP address of a computer on the Internet. For example, www.webtrends.com is a domain name.
- ❑ **Entry Page:** The first page viewed during a visit to your web site. If a visit consists only of hits to non-page files, that visit has no entry page. This can cause the total number of entry pages to be less than the total number of visits.
- ❑ **Exit Page:** The last page viewed during a visit to your web site. If a visit consists only of hits to non-page files, that visit has no exit page. This can cause the total number of exit pages to be less than the total number of visits.
- ❑ **File Type:** Identifies types of files by their file extension. For example, a file named graphic.gif is identified as type "gif."
- ❑ **Hit:** Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.
- ❑ **New Users:** Visitors who didn't have a cookie on the first visit, but had one later.
- ❑ **No Referrer:** Indicates visits to your web site that did not originate from any other site. For example, any visitor who types the URL of your site directly into their browser.
- ❑ **Page:** Any document, dynamic page, or form.
- ❑ **Page View (Impressions):** A hit to any file classified as a page.
- ❑ **Referrer:** URL of a web page that refers visitors to your site.
- ❑ **Search Keywords:** A keyword is a single word from within a search phrase. In the phrase "cordless phone" the individual keywords are "cordless" and "phone."
- ❑ **Search Phrase:** The search phrase a visitor used to find your site.
- ❑ **Unique Visitors:** Individuals who visited your site during the report period. If someone visits more than once, they are counted only the first time they visit.
- ❑ **Visit:** A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle. **Visit Duration** is the number of minutes your web site was viewed by a visitor.

Visits Trends and Summary

The chart below reflects visits for the entire year. In 2008, there was an average of **637** visits per day and total of **233,226 visits** for the year.¹



Visits Trend		
Time Interval	Visits	Visitor Minutes
Jan	20,101	131,574.42
Feb	16,747	110,597.03
Mar	20,275	121,540.60
Apr	24,948	163,453.83
May	26,824	185,302.05
Jun	17,932	173,006.38
Jul	22,457	255,292.68
Aug	19,233	257,668.52
Sep	18,254	295,290.50
Oct	16,231	249,731.72
Nov	14,934	223,778.65
Dec	14,972	212,189.72
MONTHLY AVERAGE	19,409	198,285.51
TOTAL VISITS AND MINUTES	232,908	2,379,426.10

Visit Summary	
Visits	233,226
Average per Day	637
Average Visit Length	00:23:08
Median Visit Length	00:01:59
Visitor Minutes	2,379,426.10

Annual Comparisons (Visits Trends 2005/2006/2007)

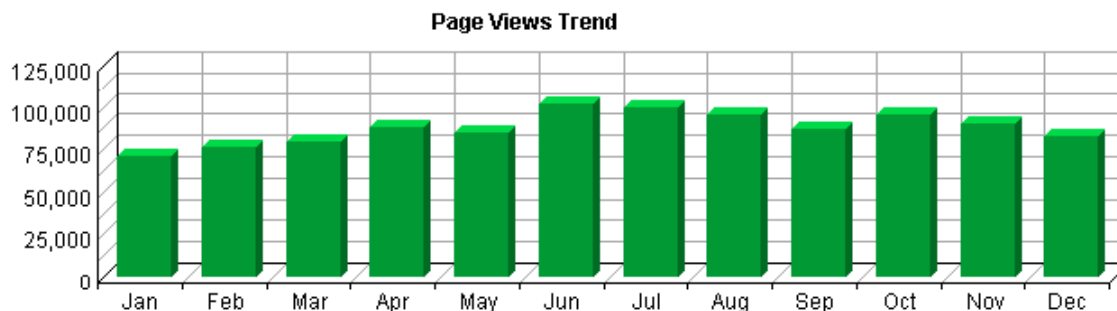
There has been a steady increase of traffic to the website since its launch. The number of total visits for 2006 (167,740) more than doubled from 2005 (78,953). We saw another substantial increase in 2007 with 253,065 visits. There were less visits in 2008 there were 233,226 visits.

Annual Visit Summary (Year)	Visits
2008	233,226
2007	253,065
2006	167,740
2005	78,953

¹ The number of visits officially decreased this year (from 253,065 in 2007 to 233,226 in 2008); however, the actual number may be much higher. There were anomalies within the reporting system – this report states the most conservative number produced. The number may be over 300,000 visits.

Page Views and Summary

The chart below reflects page views for the entire year. In 2008, there was an average of **6.82** page views per day and total of **1,591,224** page views for the year.²



Page Views Trend		
Time Interval	Page Views	%
Jan	107,848	6.78%
Feb	85,304	5.36%
Mar	97,927	6.15%
Apr	154,524	9.71%
May	203,650	12.80%
Jun	167,737	10.54%
Jul	133,861	8.41%
Aug	134,329	8.44%
Sep	147,335	9.26%
Oct	139,048	8.74%
Nov	113,044	7.10%
Dec	106,617	6.70%
Total	1,591,224	100.00%

Page View Summary	
Page Views	1,591,224
Average per Day	4,347
Average Page Views per Visit	6.82

Annual Comparisons (Page Views 2005/2006/2007/2008)

There has been a steady increase of traffic to the website since its launch. The number of page views in 2006 increased to 808,648 from the 2005 total of 515,171 page views. There was another substantial increase in 2007 with over 1 million pages views (1,050,867). There were **1,591,22** page views in 2008.

Annual Page Views Summary (Year)	Page Views
2008	1,591,224
2007	1,050,867
2006	808,648
2005	515,171

² **Why are there so many more page views (1,591,224) than visits (233,226)?** Because one visitor may (and often does) view multiple pages during her visit resulting in a much higher page view count. In 2008, a visitor averaged 1,591,224 page views per visit to our website.

Top Pages and Summary³

The listing below reflects the top 14 pages viewed for 2008.

Top Entry Files			
	Files	Visits	Views
1. ⁴	Homepage	155,418	422,071
2.	Events Calendar	7,419	94,260
3	Online Legal Library	13,760	20,123
4.	Self Help Interactive Legal Forms (Hot Docs)	11,727	15,750
5	HelpLine	11,849	13,828
6.	Arkansas Pro Bono Partnership	7,627	9,042
7.	About Legal Services	6,866	8,251
8.	Office Locations	6,213	7,752
9.	Family Law (in Legal Library)	5,275	7,570
10.	Frequently Asked Questions (FAQ)	6,609	7,567
11.	Divorce – Interactive Form	5,102	6,941
12.	Employment	4,090	5,062
13.	Contact	4,473	5,044
14.	Search Form	3,753	4,448
	SubTotals	250,181⁵	627,709

Top Downloads from the Public Online Legal Library

The following 15 files were the top downloads for 2008.

	Downloaded Files	Downloads
1.	Fact Sheet: Child Support	8,626
2.	Fact Sheet: Filing a Pro Se Answer	7,248
3.	Pro Bono Arkansas Bar Insert 2006	7,088
4.	Form: Food Stamps	4,977
5.	Pro Bono Arkansas Bar Insert 2007	3,408
6.	Fact Sheet: Public Housing Contact Information	3,183
7.	Fact Sheet: Child Custody & Visitation	3,052
8.	Fact Sheet: Order of Protection (General)	2,320
9.	Fact Sheet: Arkansas Judicial Directory	2,283
10.	Fact Sheet: Establishing Paternity	2,018
11.	Form: Cover Sheet Domestic Relations	1,938
12.	Fact Sheet: Divorce Process	1,897
13.	Fact Sheet: Expungement	1,730
14.	Manual: Poverty Law Practice Manual (Family Law Section)	1,375
15.	Fact Sheet: Petition for an Order of Protection (Instructions)	1,281
	Subtotals	52,424
	Total Document Downloads for 2007 (including PDF, Word, Hot Docs)	

³ The list is ordered by "Page Views" and not "Page Visits"

⁴ There are multiple domain names that feed into the homepage and each registers as a different page. Currently ArkansasLegalServices.org; ArLegalServices.org; and ArLegalAid.org all feed into the homepage.

⁵ The total number here is higher than the total number of annual visits. It is unclear at this point as to why, however, the categorical and labeling tools used in WebTrends may be at issue. This report states the lower number of site visits due to the statistical ambiguity.

Online Legal Library Summary

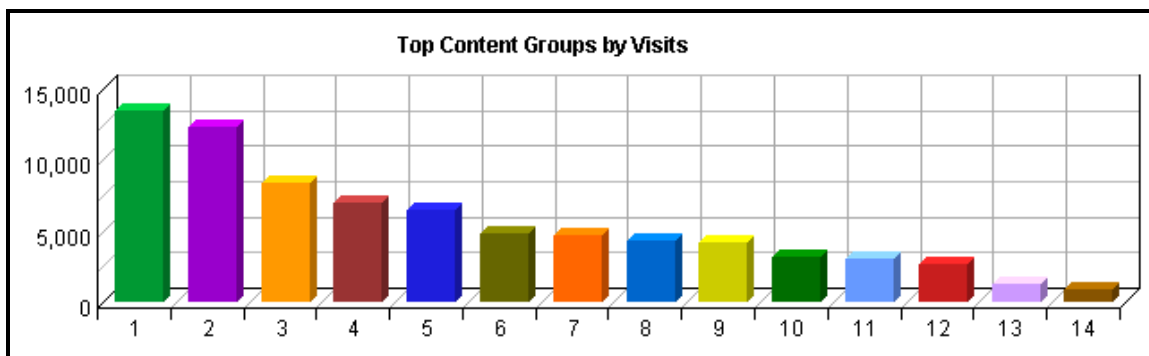
The document library is comprised of a public area and an advocate area. All documents in the public area of the Online Legal Library have been attorney edited or provided by other organizations. Documents in the advocate area of the Online Legal Library may or may not have been attorney edited; however, if they have been edited there will be a date stamp next to the file name. Currently there are **279 public resources** and **910 advocate resources**.

Total Documents in Legal Library (Public and Member Areas)

	2008	2007
Public	279 resources	220 resources
Member	910 resources	809 resources

Top Content Groups

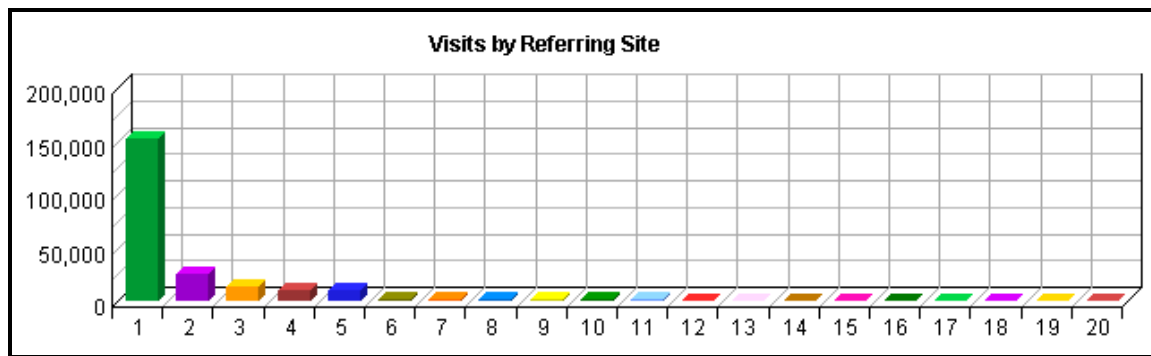
A content group is defined as a group of web pages with specific things in common, such as the same types of products, services, or information. The number of visits reflects where a visitor viewed at least one page in the specified content group. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. Legal Services content groups follow (roughly) the top category problem code structure.



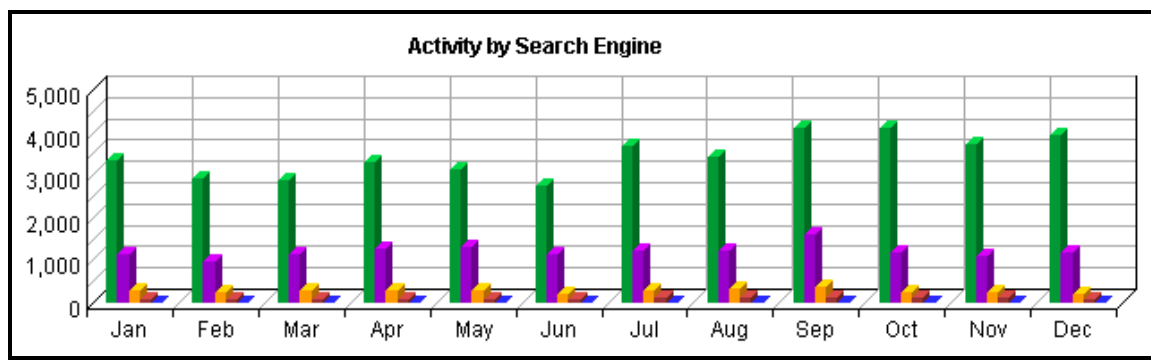
	Group Name	Visits
1.	Family	13,513
2.	Juvenile	12,298
3.	Housing	10,757
3.	Income	8,423
4.	Consumer	6,938
5.	Other	4,850
6.	Courts/Law	4,698
7.	Health	4,284
8.	Seniors	3,204
9.	Wills/Probate	3,049
10.	Employment	2,678
	Subtotals	74,692

Top Referring Sites

This report identifies the domain names and IP addresses that refer visitors to the website. The term “No Referrer” represents direct traffic to the website as one of the following: 1) the visitor typed the domain name directly into their browser, 2) the visitor bookmarked the site, or 3) the visitor clicked on an email, shortcut, or other direct link.



Activity by Referring Site			
	Site	Visits	%
1.	No Referrer	151,815	65.09%
2.	Google (http://www.google.com)	26,139	11.21%
3.	ALSP (http://www.arlegalservices.org/)	14,290	6.13%
4.	Search Live (http://www.live.com/)	10,658	4.57%
5.	Yahoo (http://search.yahoo.com)	9,668	4.15%
6.	MSN (http://search.msn.com)	2,523	1.08%
7.	ALSP (http://www.arkansaslegalservices.org/)	983	0.42%
8.	Law Help (http://www.lawhelp.org)	973	0.42%
9.	Arkansas.gov (http://www.arkansas.gov/)	955	0.41%
10.	Arkansas Access to Justice (http://www.arkansasjustice.org/)	907	0.39%
11.	Arkansas bar Association (http://www.arkbar.com)	881	0.38%
12.	LSC (http://www.lsc.gov)	822	0.35%
13.	AOL (http://aolsearch.aol.com)	680	0.29%
14.	Family Find Law (http://family.findlaw.com/)	446	0.19%
15.	American Bar Association (http://www.abanet.org/)	387	0.17%
16.	LSC (http://rin.lsc.gov/)	374	0.16%
17.	Court Conference (http://www.courtreference.com/)	371	0.16%
18.	Ask (http://www.ask.com/)	355	0.15%
19.	Womens Law (http://www.womenslaw.org)	318	0.14%
20.	Arkansas Judiciary (http://www.state.ar.us/)	267	0.11%
	Subtotal	223,812	95.96%
	Other	9,414	4.04%
	Total	233,226	100.00%



Search Engine Summary

The first table identifies which search engines referred visitors to the ALSP website most often, the number of referrals, and its percentage of the total. The second table identifies the most popular search phrases for the search engine referrers.

Activity by Search Engine			
	Engines	Referrals	%
1.	google	41,336	67.65%
2.	yahoo	14,551	23.81%
3.	msn	3,361	5.50%
4.	aol netfind	1,174	1.92%
5.	google canada	177	0.29%
6.	google uk	137	0.22%
7.	netscape	121	0.20%
8.	altavista	43	0.07%
9.	google australia	27	0.04%
10.	compuserve	23	0.04%
	Subtotal	60,950	99.74%

Search Engine Summary (Continued)

Activity by Search Phrase			
	Phrases	Referrals	%
1.	arkansas legal aid	2,438	3.99%
2.	arkansas legal services	1,839	3.01%
3.	legal aid of arkansas	1,812	2.97%
4.	legal aid arkansas	1,031	1.69%
5.	center for arkansas legal services	864	1.41%
6.	arlegalservices.org	730	1.19%
7.	www.arlegalservices.org	628	1.03%
8.	legal aid in arkansas	547	0.90%
9.	map of arkansas counties	373	0.61%
10.	arkansas legal services partnership	279	0.46%
11.	arkansas legal forms	259	0.42%
12.	how to respond to lawsuit	246	0.40%
13.	www.arkansaslegalservices.org	211	0.35%
14.	legal services of arkansas	189	0.31%
15.	ar legal services	180	0.29%
16.	ar legal aid	177	0.29%
17.	2008 federal poverty guidelines	176	0.29%
18.	arkansas legal	161	0.26%
19.	arlegalservices	157	0.26%
20.	arkansaslegalservices.org	150	0.25%
	Subtotal	12,447	20.38%

Dynamic Contact Page Data (Pro Bono, Donation, Public, and LiveHelp)

The chart below reflects the number of contacts the website experienced from each of the four forms used to communicate online. The Pro Bono form is used to capture pro bono attorneys wanting information insofar as volunteering for pro bono services. Those wanting more information about legal services, usually requesting services, use the Public contact form. The Registration form is used for visitors to report registration problems. LiveHelp is the Chat feature (see below) used to assist visitors in finding online resources. Emails are generated that are responded to with the requested resources when the system is offline.

Form Type	2008	2007	2006
Public Website Contact Form	601	410	338
Pro Bono Contact Form	37	47	41
Registration Help Form	90	47	107
LiveHelp Email Responses	397	N/A	N/A
TOTAL WEB CONTACTS	1,125	504	486

The Arkansas Online Chat Service (LiveHelp)



Arkansas launched the Online Chat Service (LiveHelp) in January 2008. The primary goal of the Arkansas Online Chat Assistance Project (Live Help) is to enable low-income people to more effectively and efficiently access and use the resources on the ALSP website by providing a chat-based navigational service for locating online resources. There were a total of **349 chats** and **397 offline emails** resulting in **746 people** receiving assistance in locating legal resources.

Online Chats	349 chats
Offline Email Responses	397 emails
Total:	746

The Arkansas Online Chat Service (LiveHelp) implemented an Exit Survey for users of the service to provide feedback about the assistance received to find resources concerning the user's legal issue. The following data reflects the amount of feedback and the composite results that these surveys provided.

Total Online Surveys: 25
Chat Response Rate: 7%

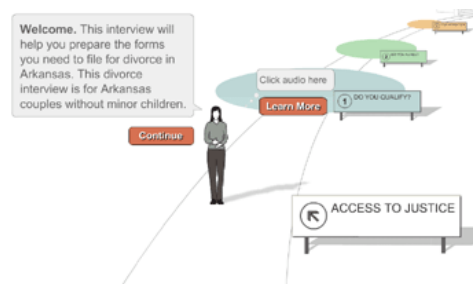
LiveHelp Survey Composite Results:

Survey Question	Conclusions
How satisfied were you with the information you received?	The average satisfaction rating was 7.48 out of a 1 to 9 ranking scale. A large majority of the users ranked the service with the highest ranking possible.
How often have you used this website before?	The majority of users (75%) have not used the website before the chat session.
Did the LiveHelp service make your use of the web site faster or slower?	The majority of users (63%) found that the chat session made the locating the resources searched for faster while 33% found that there was no difference with the service. One user found that the service actually made locating the resource slower; however, the chat protocol prohibited providing the resource the user was seeking.
Did you get what you needed?	The majority of users (63%) were able to be assisted in what they were searching for, however, 25% of the users found that the service only "somewhat" assisted them in finding the resources they needed. 13% of the users were unable to locate the resource desired.

What county do you live in?	Baxter 2; Cleveland 1; Crawford 1; Fairfield 1; Franklin 1; Logan 1; Ouachita 1; Out-of-state 4; Pulaski 5; Sevier 2; Washington 4
What can we do to make LiveHelp better?	<ul style="list-style-type: none"> ▪ Make forms available to fill in the blank. ▪ It is fine as it is. ▪ Pay attention to the questions people are asking ▪ It is a good site already but it did not have what I needed on it. But from what I saw it is a good site. ▪ Nothing you did great. ▪ Nothing - I will definitely recommend you. ▪ It'd be nice to speak with attorneys this way for people who are computer literate. Thanks for providing this service. ▪ Nothing ▪ Wait time too long ▪ Autumn ▪ It's hard to imagine how you could improve it ▪ More reps for less in queue waits. I just ask for the name of an attorney for a free consultation.

Document Assembly Content Overview

The Hot Docs Document Assembly Project was officially launched in 2007. Substantial steps were made to official court collaboration due these resources in 2008. The first official court terminal was established in summer of 2008 for the small claims packet. The following provides a list and description of the documents that are currently automated and linked from the Arkansas Statewide Website (SWWS). The Report is divided into three sections: Public Documents; Advocate Documents; and a statistical analysis of the project provided by NPADO.



Pro Se Public Automated Documents:

There are currently **a total of seven (11) packets containing 23 automated documents** published on the SWWS accessible to the general public.

- **Child Support Termination Packet**
Completed and launched in Spring 2008 under direction of the Commission. It is a 6 -7 page packet that includes 2 forms and substantial directions.
 - Petition for Termination of Duty of Support | Order Terminating Duty of Support
- **Collection Agency Stop Contact Letter**
The Stop Contact Letter Packet generates a letter demanding that a Collection Agency no longer contact the user. A personalized direction sheet is also included stating applicable laws the user should know.
- **Divorce Packet (No Children)**
The pro se divorce packet was completed and launched (with media release and televised news coverage) in March 2007. It is a 19 – 20 page packet that includes 6 court forms and automated client/witness testimony along with substantial directions.
 - Complaint; Decree; Restraining Order; Service by Mail; Waiver of Service; Client Testimony; Witness testimony; and Directions
- **In Forma Pauperis (Waiver of Court and Service Fees)**
The In Forma Pauperis (IFP) packet produces three (3) documents needed to request a waiver of filing fees from an Arkansas court. A personalized direction sheet is also included stating applicable laws and court procedure the user should know.

- **Expungement Packet (Not Guilty) Expungement Packet (Guilty)**
 - The “Not Guilty” Expungement Packet produces two court forms (a Petition and an Order). An Expungement Fact Sheet is also provided
- **Living Will Packet**
The Living Will is a one page automated document that was published in January 2007. This form is to be used with the Living Will Fact Sheet.
- **Power of Attorney for Minor**
produce a power of attorney for minor document that can be used for for a caregiver of a minor child that is not the custodial parent or legal guardian
- **Power of Attorney for Minor (Spanish)** *see above description*
- **Revocation of Power of Attorney for Minor Packet**
Revocation form and instructions for a Power of Attorney for a Minor
- **Security Deposit Demand Letter**
The Security Deposit Demand Letter generates a letter demanding the return of the user’s security deposit from the user’s previous landlord. A personalized direction sheet is also included stating applicable laws the user should know.

Advocate Documents: (Password Protected)

There are an additional 23 automated documents in the advocate area published solely for advocate use. Advocate use includes both legal services advocates and pro bono attorneys.

Adoption by Stepfather; Adoption Decree; Adoption Fathers Consent; Adoption Hearing Notice; Adoption Mother Consent; Adoption Notice of Hearing; Affidavit of Service by Mail; Affidavit of Service by Mail for Prisoner; Child Support Increase; Divorce Complaint; Divorce Complaint for No Children; Divorce Decree; Divorce Entry and Waiver; Divorce Restraining Order; Motion for Contempt; Motion for Contempt for Failure to Pay Child Support; Motion to Reduce Child Support; Motion to Transfer Child Support to OCSE; Order for Child Support Abatement; Order to Transfer Child Support to OCSE; Petition for Adoption; Petition for Termination of the Duty of Support; Order Terminating the Duty of Support

Document Assembly User Statistics

Overall, NPADO served over **133,000 interviews** and assembled over **76,000 documents** in 2007. This is a 27 percent and 61 percent increase over the year end totals for 2006. In our first year of Hot Docs/A2J production Arkansas had the **seventh highest number** of assemblies in the nation and the **sixth** most interviews.

Arkansas Totals	2008	2007
Interviews	10,790	5,793
Assemblies	6,459	3,088
Percent of Interviews Resulting in Documents	60%	54%

Top five (5) Automated Document	Assemblies
1. Pro Se Divorce Packet	3,776
2. Pro Se In Forma Pauperis Packet	942
3. Pro Se Living Will	155
4. Pro Se Expungement Packet	590
5. Debt Collector Stop Contact Letter	193
Totals:	5,656

Wiki (Poverty Law Practice Manual)

The Arkansas Poverty Law Practice Manual returned in 2007 with the launch of a brand new website **wiki** that allows the advocate user to easily edit or contribute content to the PLPM.

WIKI LINK: <https://povertylawmanual.wikispaces.com/>



PPLM WIKI	2008	2007
Wiki Page View	941 ⁶	1610
Wiki Membership	152	107

LegalTube™ Project

The goal of this project is to provide multimedia self-help content through streaming video hosted by YouTube™ with video links embedded on the Arkansas website. The streaming video resources range from 2- 8 minutes in length and focus on a variety of poverty law subjects. Official TIG funding for this project did not begin until 1/1/2009, however, pilot videos were produced to determine the feasibility of the project. The statistics for these video resources were determined by YouTube™ "views."



Video	Views
Filing a Pro Se Answer to a Lawsuit	754
Domestic Violence: You Are Not Alone	2877
Equal Justice under the Law	291
Arkansas Legal Services – Español	164
Access to Justice DVD – Part 1	185
Access to Justice DVD – Part 2	255
TOTAL VIDEO VIEWS	4,526

Legal Aid of Arkansas Low Income Tax Clinic Website

Legal Aid of Arkansas Low Income Tax Clinic website launched in February 2008 and is now in its second season. Google Analytics were installed in the system in July 2008. The following is a 6 month statistical review for the latter half of 2008.



Time Interval	Page Views
Jul	19
Aug	110
Sep	126
Oct	133
Nov	105
Dec	67
Total	560

⁶ The 2008 Wiki views are less than 2007 even though membership activity has increased. One possibility is the number of views counted in 2007 that were generated during project development.

The Equal Justice Watch Project

The goal of the new **Arkansas Equal Justice Watch** web site is to encourage action by state leaders to support equal access to justice for all Arkansans. The



Watch is a project of the Arkansas Access to Justice Commission created by the state Supreme Court to expand civil legal justice. This website is designed to provide legislative decision makers with the latest information about civil legal aid in their districts as well as enable constituents to easily research civil justice issues in their communities. Data for each of the 75 counties in the state include population demographics on poverty, education, disability, divorce, foreclosure, bankruptcy in addition to the 2008 numbers and types of cases handled by civil legal aid. Through this website visitors can easily locate and contact their Senator and Representative to express support for justice legislation. **The website was developed in December 2008 and officially launched on January 14, 2009.** The following page views represent the ramp up period and launch month.

Time Interval	Page Views
Dec 2008	770
Jan 2009	1921
Total	2,691

ALSP E-Newsletter Campaigns

There are three e-newsletters distributed by ALSP to the Arkansas justice community.

- **The ALSP NewsLink** is beginning its 6th year of production in 2009. It is distributed monthly to the staff of the Center for Arkansas Legal Services and Legal Aid of Arkansas, as well as to each of their Board of Directors. The approximate email distribution list is 110 subscribers.



<http://www.arkansasjustice.org/newsletter/archive.html>

- **The Arkansas Pro Bono Partnership Case Alerts E-Newsletter** is beginning its 4th year of production in 2009. It is distributed monthly to pro bono attorneys and other justice community members. The approximate email distribution list is 1400 subscribers.



<http://www.arkansasjustice.org/newsletters/probono/Newsletter/archive.html>

- **The Arkansas Access to Justice Report (The Justice Report)** is beginning its 2nd year of production. It is distributed quarterly to members of the Arkansas justice community. The approximate email distribution list is 1400 subscribers.

ARKANSAS ACCESS TO JUSTICE REPORT

<http://www.arkansasjustice.org/ATJnewsletter/archive.html> (2008 issues not listed)

Contact Information

For questions, suggestions or for more information concerning the 2008 Website and Online Technologies Report or about other ALSP programs contact:

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